

ABSTRACT OF THE DISCLOSURE

A virtual shopping mall system of seller-engaged type is provided. A virtual shopping mall operations apparatus E accepts virtual goods information corresponding to real goods from a seller A and registers the virtual goods information to the virtual shopping mall. The virtual shopping mall operations apparatus E presents the virtual goods information to a buyer B and intermediates a trade between the seller A and the buyer B on the virtual shopping mall. When a trade is reached, the virtual shopping mall operations apparatus E achieves the trade on the virtual shopping mall by setting a delivery path for real goods from the seller A to the buyer B. In order to set a delivery path, a terminal base D, which is selected from a plurality of chained real terminal bases, is set up for a buyer B to receive real goods.